

MEDIA RELEASE

Avondale sales boom driven by locals Popular community nearly sold out

Melbourne – 7 July 2017 – A sales boom in the joint venture development by Frasers Property Australia and Places Victoria in Avondale has been driven by local residents, with the homes almost entirely sold out in just over a year.

Time is running out for people wanting to secure a new home in the highly sought-after community, with only 10 out of the 135 homes remaining available for sale.

Just 12km from the city, Avondale is set in a naturally beautiful location, surrounded by the Maribyrnong River and featuring a 3,000sqm park, which will be the green heart of the new community. Prices for the remaining homes at Avondale start from \$810,000 for a four-bedroom home and \$1,000,050 for a five-bedroom home.

Sarah Bloom, General Manager – Residential Victoria, Frasers Property Australia, says the suburb is characterised by families who have lived in the area for decades and wanted to stay - which is reflected in the sales.

“Avondale has been one of Frasers Property’s fastest selling communities, which has come as no surprise given it’s in an established area with much to offer. Most purchasers have been locals who want to stay close to their families and live in a community they already have an affinity with,” Ms Bloom says.

“There will be a mix of retirees, first and second home buyers moving into Avondale, with about eight per cent of buyers being investors. The region abounds with knock-down rebuilds, so this presents a rare opportunity to secure a new home in an established suburb,” she says.

The first homes at Avondale are due to be completed early next year. Bushland walking trails along the Maribyrnong River are just 1.7km away while playground facilities at Canning Reserve, including a flying fox and public barbeques, are also within walking distance.

Ms Bloom said the community delivers on Frasers Property’s key priorities.

“Avondale showcases Frasers Property’s specialist capability to develop infill sites and create vibrant communities in both growing and established areas, where people can easily connect with the amenity around them,” she says.

“We also ensured the dream of owning a home close to the city was within reach for all sectors of the market with the variety of product on offer - from one-bedroom townhouses, to the large four and five-bedroom family homes.”

Avondale is located on the site of the former TAFE college, bounded by Westminster Drive, Clarendon Street and Military Road in Avondale Heights.



The sales office is located at 9 Westminster Drive in Avondale Heights and is open Saturday to Thursday 12-3pm.

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About Frasers Property Australia

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic* and *respectful*.

For more information about FPA, visit www.frasersproperty.com.au

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